

go.ncsu.edu/infographicsworkshop

Compelling Infographics

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Overview

- Why Infographics?
- Considerations and Best Practices
- Examples
- Tools
- Piktochart Activity

Why Infographics?

Visual Processing



Count the 9s

6	6	4	5	1	5	0	3	0	5	4	2	6	3	7	5	0	3
1	0	4	3	2	8	9	4	8	8	4	3	0	3	6	6	1	8
8	1	1	8	7	1	3	0	4	9	3	2	6	5	5	7	6	1
9	6	2	3	9	0	9	0	8	6	3	6	1	5	9	6	8	7
3	9	0	3	0	2	2	4	2	2	0	0	9	8	2	1	9	4
0	7	9	1	8	7	3	3	1	5	5	7	1	4	9	7	8	1
7	1	0	6	7	6	7	6	6	8	4	0	0	2	5	6	0	4
3	1	8	6	3	5	9	1	4	7	1	8	1	5	9	0	7	7
1	0	7	3	1	4	8	6	9	4	0	1	8	6	6	1	1	6

Source [Infographics: the Power of Visual Storytelling](#)

Count the 9s

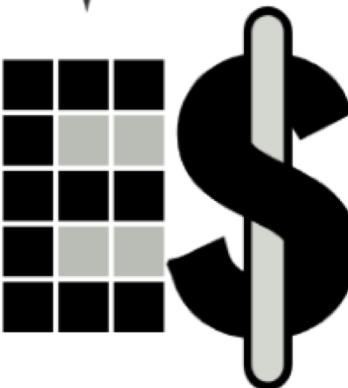
6	6	4	5	1	5	0	3	0	5	4	2	6	3	7	5	0	3
1	0	4	3	2	8	9	4	8	8	4	3	0	3	6	6	1	8
8	1	1	8	7	1	3	0	4	9	3	2	6	5	5	7	6	1
9	6	2	3	9	0	9	0	8	6	3	6	1	5	9	6	8	7
3	9	0	3	0	2	2	4	2	2	0	0	9	8	2	1	9	4
0	7	9	1	8	7	3	3	1	5	5	7	1	4	9	7	8	1
7	1	0	6	7	6	7	6	6	8	4	0	0	2	5	6	0	4
3	1	8	6	3	5	9	1	4	7	1	8	1	5	9	0	7	7
1	0	7	3	1	4	8	6	9	4	0	1	8	6	6	1	1	6

Source [Infographics: the Power of Visual Storytelling](#)

Figure-Ground Segregation



Proximity



Continuity

Similarity



Past Experience

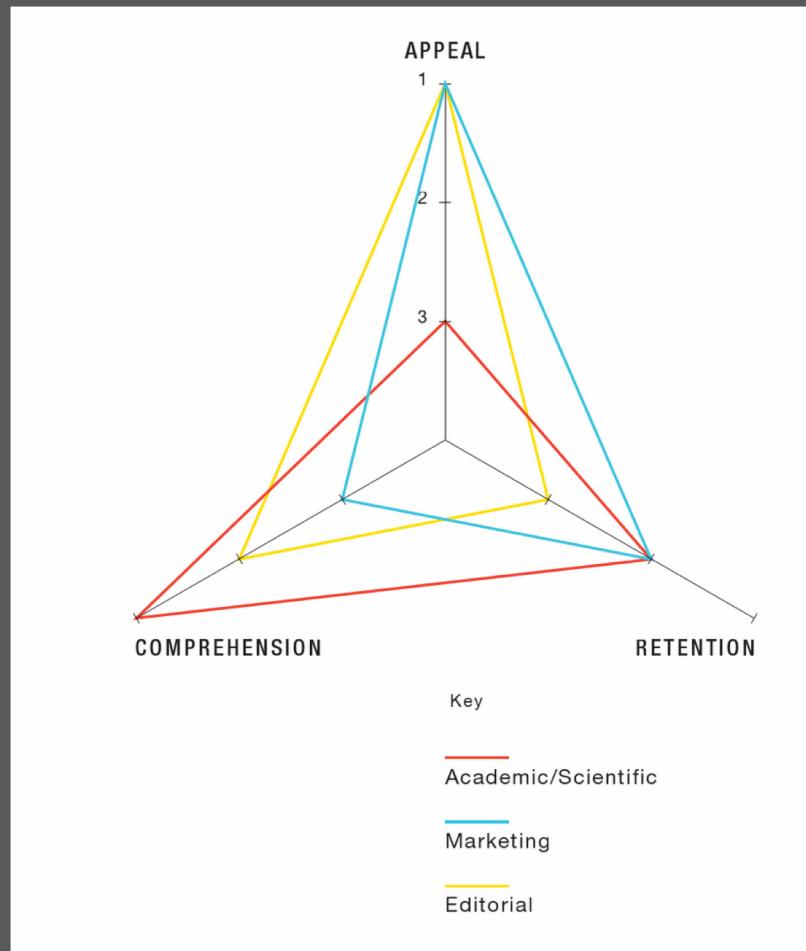
Closure



Symmetry/
Equilibrium

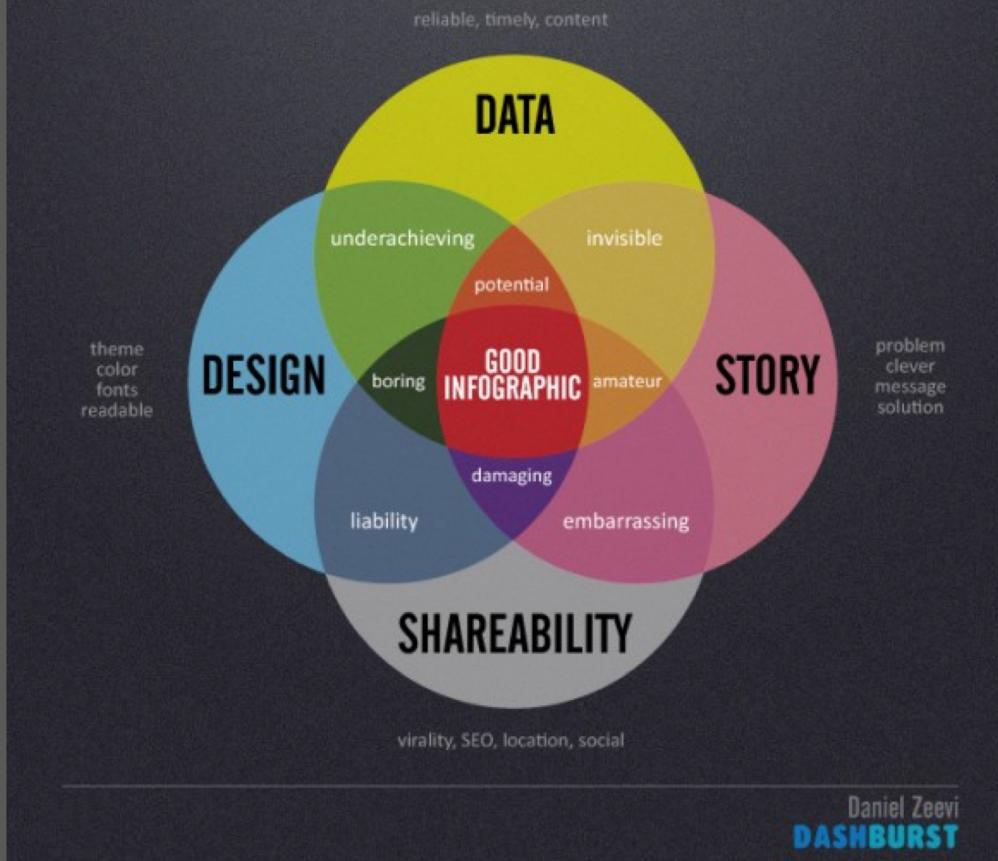


Before creating
an infographic,
consider your
purpose and
audience

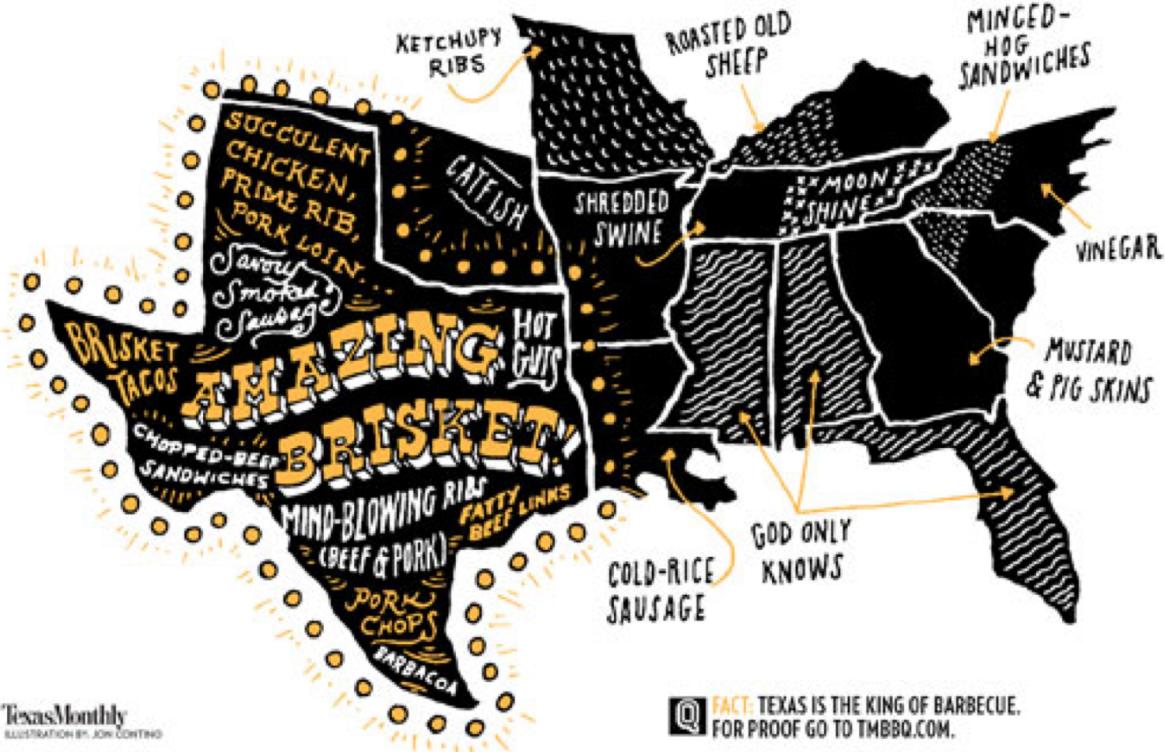


Source *Infographics: the Power of Visual Storytelling*

What Makes a Good Infographic?



The ONE TRUE MAP of AMERICAN BARBECUE



Texas Monthly
ILLUSTRATION BY JON CONTINO

FACT TEXAS IS THE KING OF BARBECUE.
FOR PROOF GO TO TMBBQ.COM.

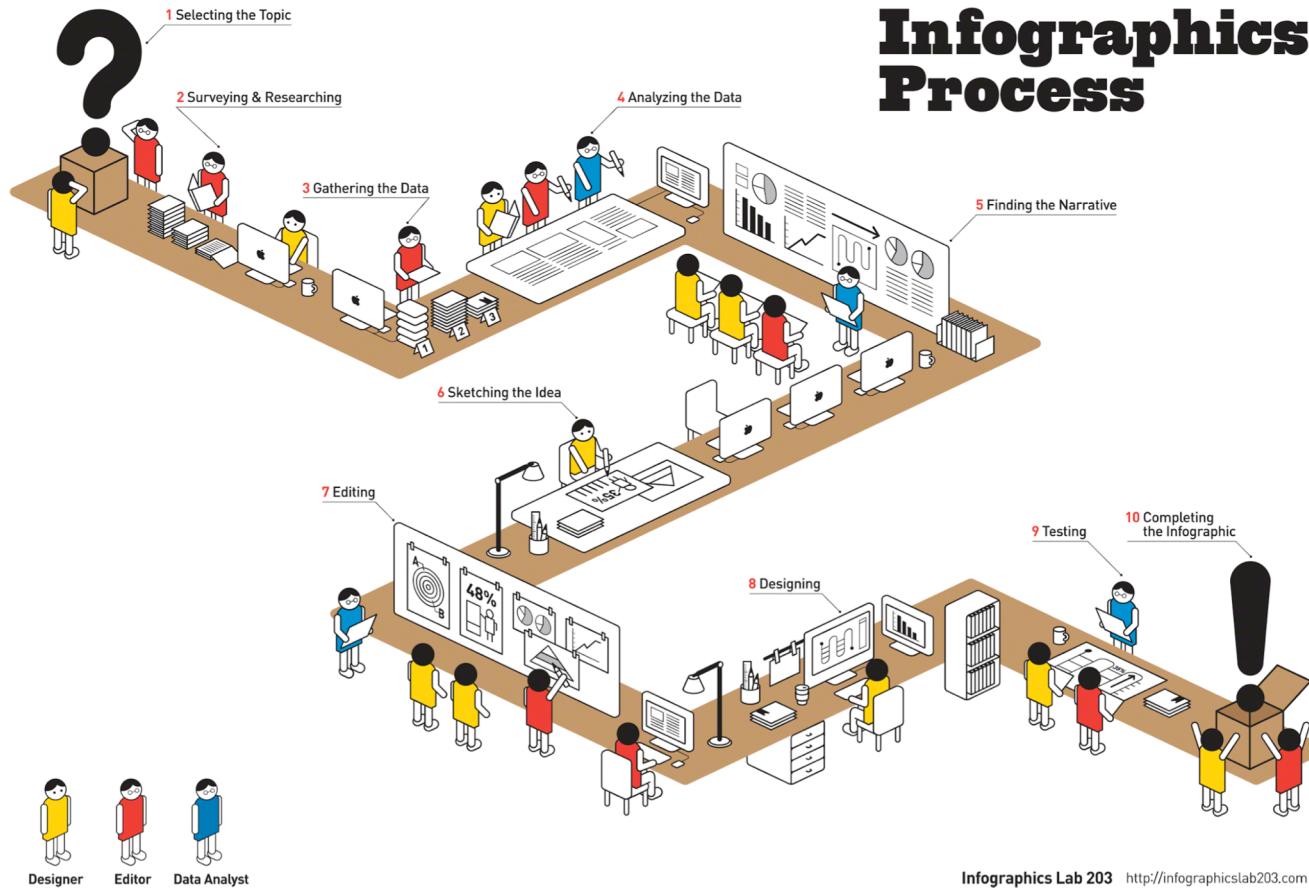
Source

Color

Type

S P A C E

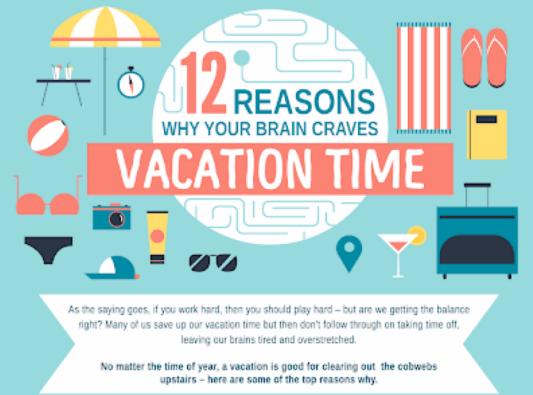
Infographics Process



Infographic Examples

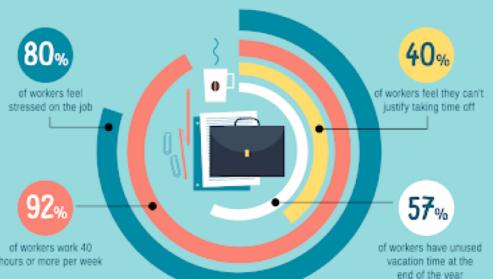
Questions

1. What is the story?
2. What is the purpose?
3. What works well?
4. What could be improved?



HOW HARD ARE WE WORKING?

THE NUMBERS BEHIND WORK AND PLAY.



WHY VACATION TIME IS GOOD...

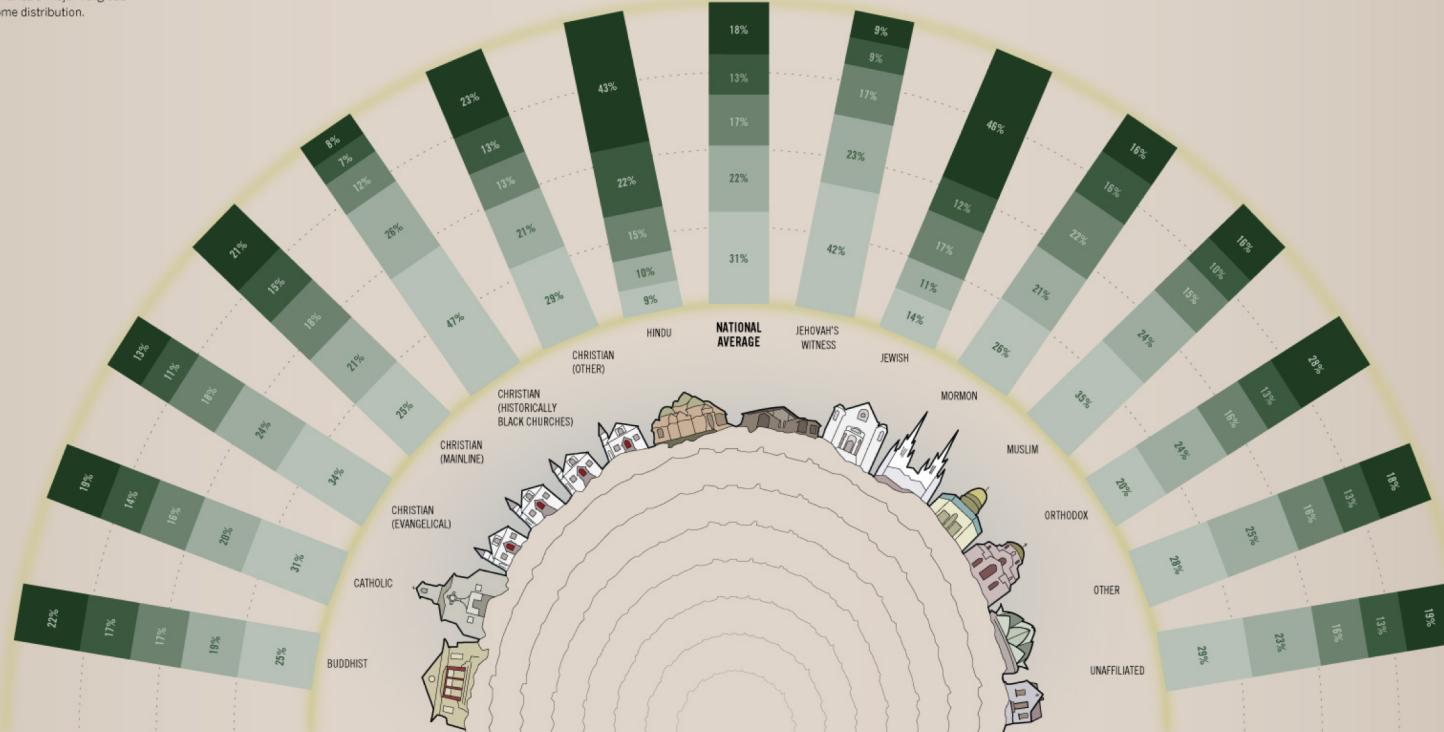
[Source](#)

THE ALMIGHTY DOLLAR

MAPPING DISTRIBUTION OF INCOME BY RELIGIOUS BELIEF

It's no secret that the distribution of wealth is inequitable in the United States across racial, regional, and socio-economic groups. But there is a distinct variance among and within America's faiths as well. Displayed below are the income levels of America's major religious groups, as compared to the average U.S. income distribution.

INCOME BRACKETS:

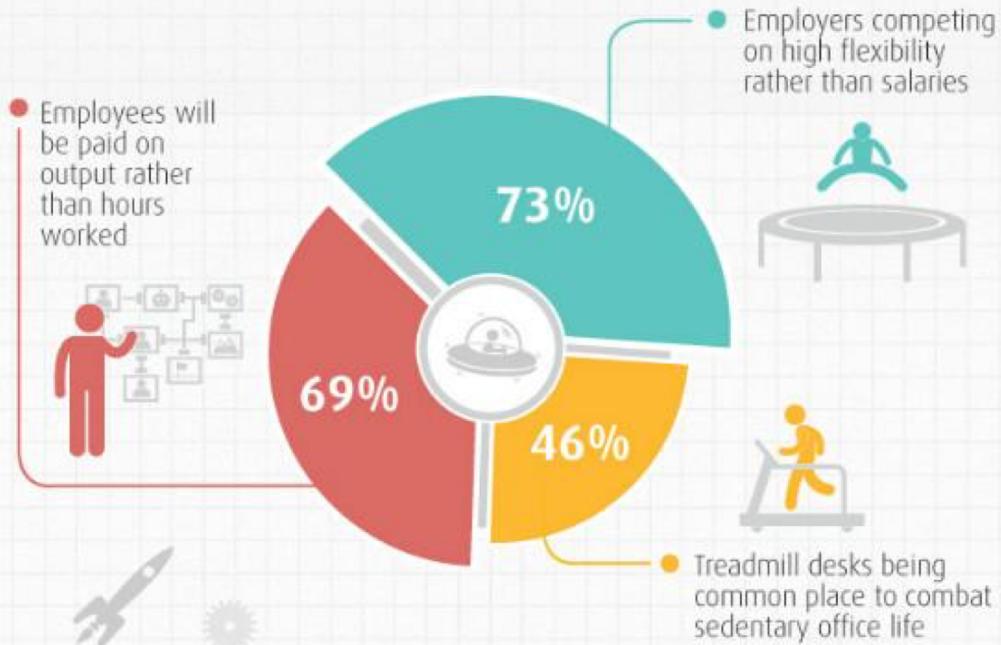


A COLLABORATION BETWEEN
GOOD AND COLUMN FIVE.

SOURCE:
THE PEW FORUM

BIGGEST FUTURE CHANGES IN THE WORKPLACE?

In a survey of HR professionals, changes forecasted in the workplace varied from:



Water sampling in two separate studies

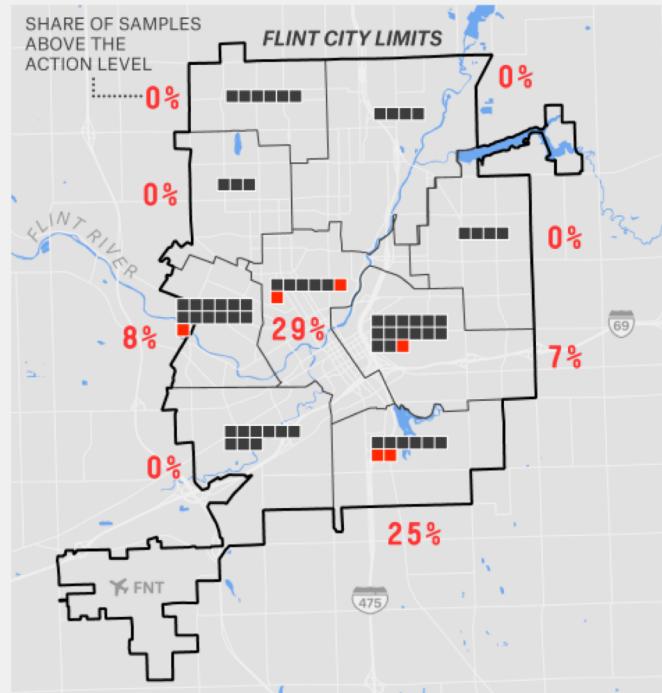
How the sampling and results from city and state testing and the Flint Water Study compare, by ward



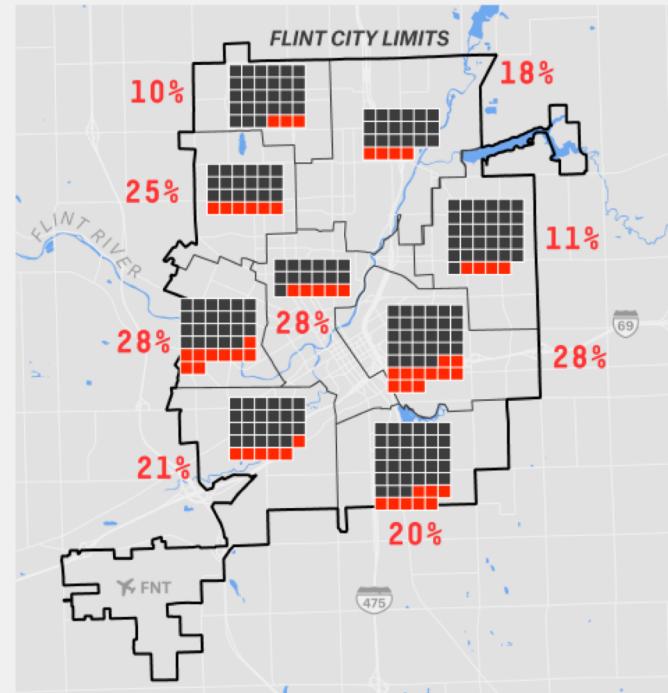
WATER SAMPLES

■ BELOW EPA ACTION LEVEL (15 PPB) ■ ABOVE ACTION LEVEL

Michigan Department of Environmental Quality



Flint Water Study's analysis



Source

The NSW Health system is...

► RECRUITING MORE NURSES*



* Nursing headcount figures at June includes non casual staff and 3rd schedule.

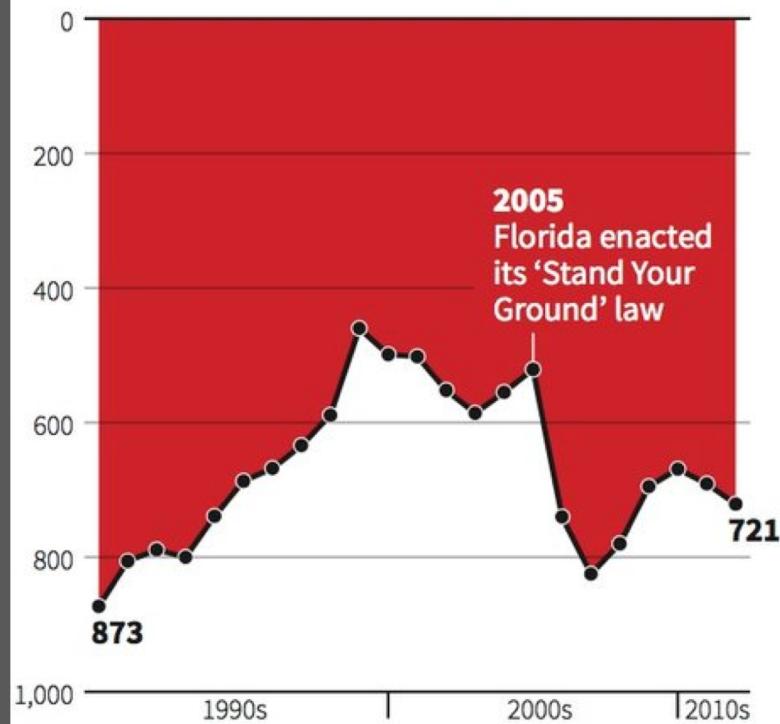


NSW Ministry of Health March 2013

Source

Gun deaths in Florida

Number of murders committed using firearms



Source: Florida Department of Law Enforcement

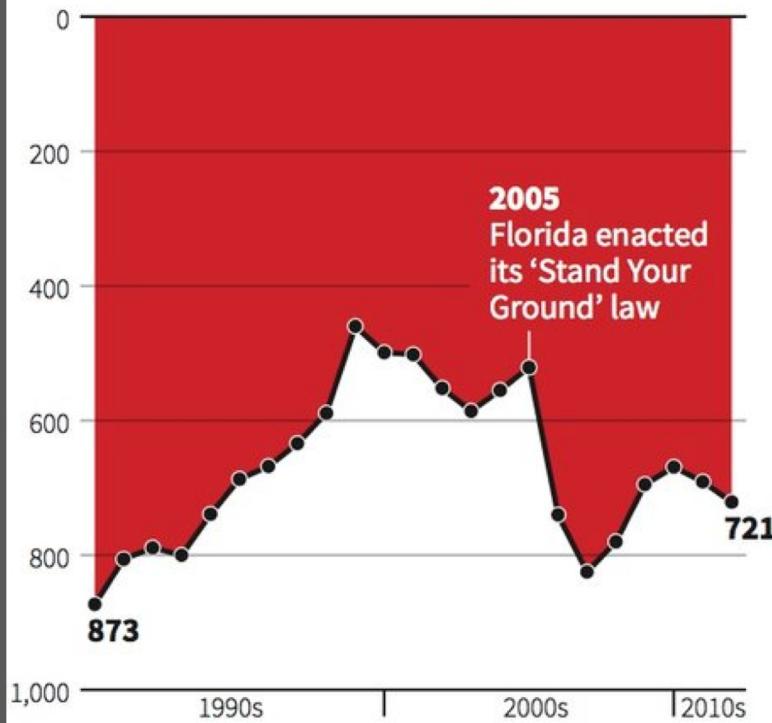
C.Chan 16/02/2014

REUTERS

[Source](#)

Gun deaths in Florida

Number of murders committed using firearms

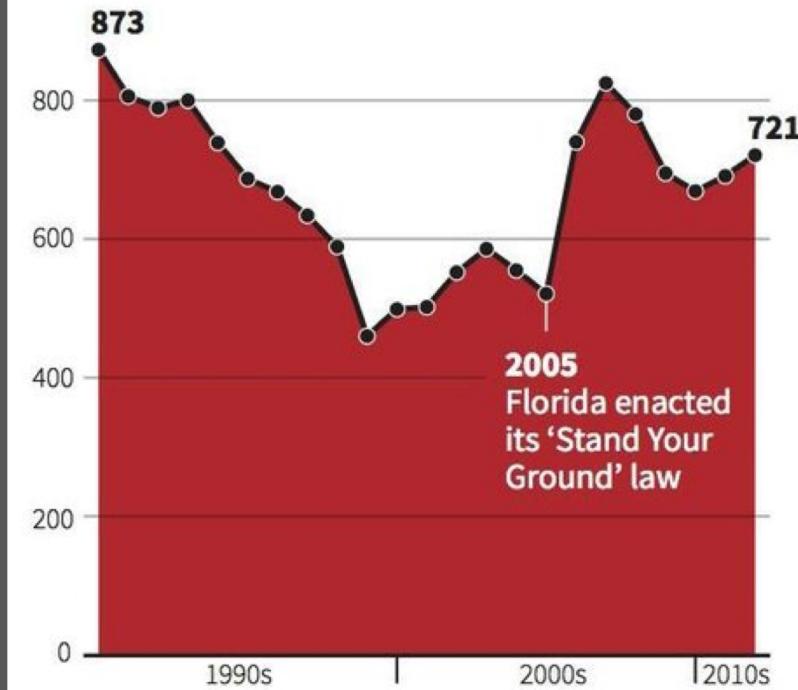


Source: Florida Department of Law Enforcement

C.Chan 16/02/2014

Gun deaths in Florida

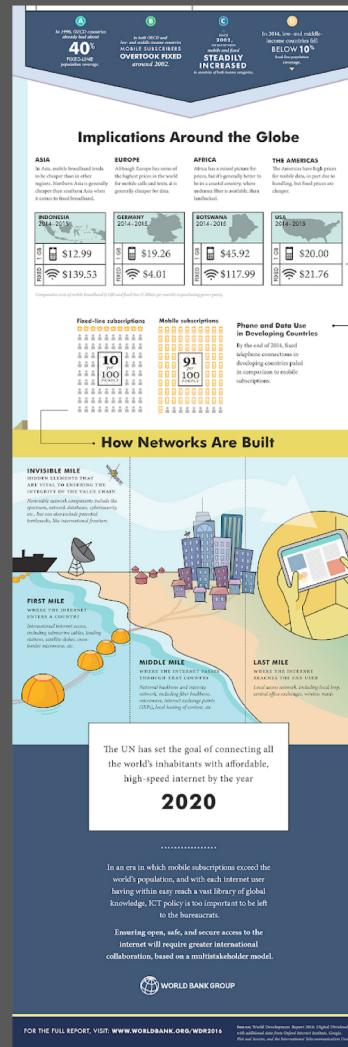
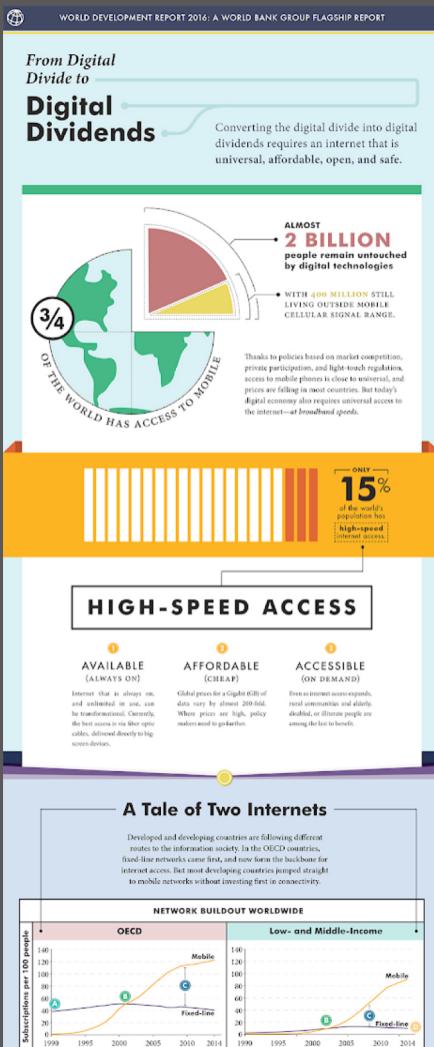
Number of murders committed using firearms



Source: Florida Department of Law Enforcement

[Source](#)

REUTERS



PRODUCTIVITY LOST

THE EFFECTS OF MARCH MADNESS ON OFFICES NATIONWIDE



8.4 MILLION HOURS SPENT...

By U.S. workers watching March Madness games from their offices. That averages out to about 1.4 hours per person.

\$175 MILLION FINANCIAL IMPACT

Based off average hourly earnings, \$175 million is lost during the NCAA Tournament.



58 MILLION PEOPLE ANNUALLY...

Fill out their very own tournament bracket. And there are a lot of people that fill out brackets for more than just fun. \$12 billion is bet each year on the tournament.



2.5 MILLION UNIQUE VISITORS

That's how many people go online per day to keep up with their brackets.

SLOW DOWN 37%

Of office networks experience slow down due to streaming of tournament games.



34%

Of office networks have reportedly been completely shut down due to streaming.



3.4 MILLION HOURS STREAMED...

On the first day of the tournament alone! In fact, the first four days of the tournament account for a whopping 80% of the streaming for the whole tournament.

SOURCES:

Charlene Orr & Christine, Inc.

March Madness Productivity Study

MOIS 2012 March Madness Study

Business Week

MAD ABOUT MARCH

* THE ECONOMICS BEHIND THE NCAA MEN'S DIVISION ONE CHAMPIONSHIP *

March Madness is about hardcore hoop playing by college super-athletes, but the real madness of America's favorite tournament is actually in the revenue it generates. Exclusive TV deals, colossal coach salaries, and heavy betting have turned the most celebrated tradition in college sports into a numbers game. Here, we take a look at that revenue and how Americans fit into the equation.

PAYOUT NUMBERS



DESCRIBE YOUR ATTITUDE TOWARD MARCH MADNESS

In a recent online survey conducted by MSN, more than half of respondents indicated they will watch the college basketball tournament.



AT THE OFFICE

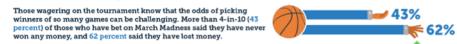
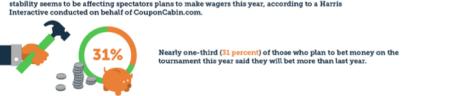
According to the survey, employees plan to devote plenty of time to watching the games or following the score, even during work hours.



*Numbers do not add to 100 percent because respondents were allowed multiple answers.

TAKING A GAMBLE

More than 50 million Americans participate in March Madness office pools, and more economic stability seems to be affecting spectators' plans to make wagers this year, according to a Harris Interactive conducted on behalf of CouponCabin.com.



SOURCES:

FISCALTIMES.COM | MSN.COM | SPORTSDIGEST.COM | COUPONCABIN.COM



Source

Source

Infographic Tools

- [Piktochart](#) -

Upload data and generate charts and maps.

Get help with [video tutorials](#)

- [Canva](#) -

Great guidelines for beginners

- [Vennage](#) -

Simpler options, easy to use

- Microsoft Powerpoint -
Online tutorials, [templates](#), and documentation
- Adobe Illustrator -
Steep learning curve. Full control over design
- [InkScape](#) -
Free & open source, similar to Illustrator

The Noun Project: <https://thenounproject.com/>

Colorbrewer 2.0: <http://colorbrewer2.org/>

Workshops

Data Visualization Help

Infographics Guide

Books

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Visualization

A good data visualization can expose new patterns and relationships in your data and help you communicate about it more clearly. The NCSU Libraries can help you become a data visualization expert.

Get Involved

- **Coffee & Viz** is a forum for NC State researchers to share their visualization projects, discuss topics of interest, and meet others doing visualization work.
- Join the **Visualization Interest Group**, an email list for NC State researchers and practitioners to discuss visualization issues, find collaborators, and publicize events.

Learn

Take data visualization workshops on topics like Tableau, R, Python, and more.

Ask Us

Need Help?

UPCOMING WORKSHOPS

OCT 25	Virtual Reality Studio Orientation 3:30 pm to 4:00 pm
OCT 26	Seeing Science: Improving Your Visual Communication Skills 10:00 am to 11:30 am

Activity

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